

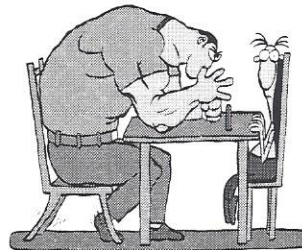
Understand Your Real Needs

- **Growth (New Customers)**
- **Customer Retention**
- **Sell More To Existing Accounts**



Always Recruit

- Don't wait until you need someone.
 - That's when hiring mistakes are made!
- Recruit Constantly
 - Use our hiring checklist.
 - *In exchange for your business card.*
 - Beware! Some people have too much practice.



The \$50,000 Recruiting Mistake

- Wall Street Journal
 - Estimated cost of hiring bad sales people ranges from \$15,000 for retail sales to \$150,000 for solution sellers.



When Recruiting...

- Remember sales style vs. sales success correlation
- Have two others meet applicant
- Make all finalists spend time in the field
- "Experienced" doesn't mean "successful"



When Recruiting...

- Spend less time worrying about what they sold & more on how they sold it!
- Match your needs!
 - Consultative
 - Relationship
 - Stimulus/ Response
 - Commodity



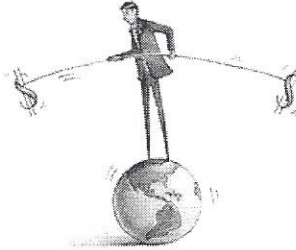
Applicant Sales Time

- Send them to the field and phones
- Reduces surprises
- Minimizes "ether effect"
- Pay applicant for time (if necessary)



Interview Balance Sheet

- Use with all applicants
- Have one from each interviewer
- Don't compare before all are done
- Use three interviewers



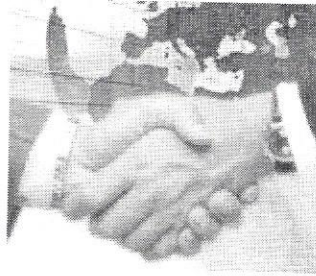
Check and Re-Check

- Drug tests ... always mention it
- Investigate
 - Credit check
 - Personal references
 - Past customers
- Always test for
 - Aptitude
 - Attitude
 - Knowledge



Remember...

Don't hire tomorrow's people based
on yesterday's style and market!



Thank You!

